DOCUMENT RESUME

ED 137 592 CE 010 642

AUTHOR Bernard, H. Russell; Sibley, Willis E.
TITLE Anthropology and Jobs. A Guide for Undergraduates.
INSTITUTION American Anthropological Association, Washington, D.C.
PUB DATE 75
NOTE 32p.
AVAILABLE FROM American Anthropological Association, 1703 New Hampshire Avenue NW, Washington, D.C. 20009 ($1.00; 30% discount for 10 or more copies)

EDRS PRICE MF-$0.83 Plus Postage. HC Not Available from EDRS.
DESCRIPTORS *Anthropology; *Bachelors Degrees; *Career Opportunities; *Career Planning; College Graduates; College Students; Doctoral Degrees; Elective Courses; Employment Qualifications; Job Search Methods; Masters Degrees; *Occupational Information; Resource Guides

ABSTRACT

Focus in this anthropology career guide is on suggestions about how to combine a degree in anthropology with supplementary training in order to qualify for a variety of positions after undergraduate study. A series of steps which the undergraduate major in anthropology might pursue to prepare for employment are outlined, and the significance of the master's and doctoral degrees are also discussed. Career opportunities are listed under 34 different occupational headings, e.g., health assistance occupations, city management, government agencies, counseling and helping occupations, market research, recreation, science writing, and law. A brief description under each heading is supplemented with sources of additional information (mostly addresses for organizations in the field). Two tables list educational requirements for each of the 34 occupational fields. The first indicates level of training (BA, BA plus training, MA/MS) for each field. The second lists suggested number of elective courses in one or more of 16 other fields (e.g., business, journalism, writing, architecture, political science) which should be combined with anthropology courses to prepare for jobs in each of the 34 occupational fields. Two sample resumes are appended. (TA)

****
* Documents acquired by ERIC include many informal unpublished *
* materials not available from other sources. ERIC makes every effort *
* to obtain the best copy available. Nevertheless, items of marginal *
* reproducibility are often encountered and this affects the quality *
* of the microfiche and hardcopy reproductions ERIC makes available *
* via the ERIC Document Reproduction Service (EDRS). EDRS is not *
* responsible for the quality of the original document. Reproductions *
* supplied by EDRS are the best that can be made from the original. *
****

ANTHROPOLOGY AND JOBS

A GUIDE FOR UNDERGRADUATES

by H. RUSSELL BERNARD
West Virginia University
WILLIS E. SIBLEY
Cleveland State University

PERMISSION TO REPRODUCE THIS COPYRIGHTED MATERIAL BY MICROFICHE ONLY HAS BEEN GRANTED BY
Edward J. Lehman
TO ERIC AND ORGANIZATIONS OPERATING UNDER AGREEMENTS WITH THE NATIONAL INSTITUTE OF EDUCATION. FURTHER REPRODUCTION OUTSIDE THE ERIC SYSTEM REQUIRES PERMISSION OF THE COPYRIGHT OWNER.

U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

2

a special publication of the American Anthropological Association

Published by the

AMERICAN ANTHROPOLOGICAL ASSOCIATION
1703 New Hampshire Avenue, N.W.
Washington, D.C. 20009

Copyright © 1975 by the American Anthropological Association. All rights reserved. Contents may not be reproduced in any form or by any means without prior written permission from the publisher. Printed in USA.

CONTENTS

1 / Introduction

3 / From Student to Job-Holder

6 / The MA and PhD Degrees in Anthropology

7 / Career Opportunities
and Sources of Information

23 / Table 1
Fields Which May be Entered with a BA Degree in Anthropology

25 / Table 2
Supplemental/Parallel Fields

26 / Appendix
Sample Resumes

INTRODUCTION

We hear many students these days saying, "I'd really like to major in anthropology, but what can I do when I get my BA degree?" We hope in what follows to provide some answers to that question, along with suggestions about how to combine a degree in anthropology with supplementary training which will qualify you for a rewarding and useful job when you graduate from college. Before turning to the matter of jobs, however, let's look briefly at anthropology as a field, to get some perspective on the situation.

The BA in anthropology is a liberal arts degree rather than a professional certificate. It does not equip you to go out and *do* anthropological work on your own–any more than a BA in psychology prepares you to hang out a shingle as a therapist. Yet, an undergraduate major in anthropology can be a valuable asset, especially for those interested in a career which requires travel or dealing directly with people. This may include such diverse fields as sales, public relations, counseling or administration. Anthropology appeals to many undergraduates because it's an interesting field which provides a crosscultural perspective on human behavior and culture. In turn, this crosscultural perspective gives many students an appreciation of the subcultural differences in our own society. Anthropology is the study of the human animal in all its aspects, both biological and cultural. The field provides a synthesizing focus for data from the work of practitioners in many academic disciplines, particularly those in the social sciences and in such fields as biology and geology.

In the past, the ultimate goal for most professors of anthropology was to "reproduce their own kind"–to send their students on to graduate school for a PhD and ultimately to a college or university to teach and conduct research. Little attention was paid to other alternatives for anthropologists outside of academic settings. But in the rest of the twentieth century, it is clear that the academic demand for PhD-trained anthropologists will decline sharply; possibilities for newly trained anthropologists with the PhD are even now no better than fair. Demand for college teachers will continue to decline in the 1980s and 1990s because we have a decline in the net birth rate in the US. There just aren't going to be enough college students to support an expanding group of teachers. Many jobs in teaching and research will still be available, but at a low and fairly stable rate.

The declining demand for the PhD in anthropology will affect training at all levels, including the BA. If there are no guarantees that you will find employment as a PhD in anthropology, then should you still major in anthropology as an undergraduate? Our answer is yes. Anthropology is an excellent liberal arts degree. But beyond that, if it is combined with appropriate

additional training, an anthropology major can lead to fulfilling employment. Based on research we have done over the past several years, we find that BAs in anthropology are in an excellent competitive position for careers in many fields.

In 1974, for example, we interviewed several professional job interviewers from major companies. These are the people who visit campuses around the country searching for new talent to join their companies or organizations. Most of the major companies advertised on campus for people with specialized skills, such as chemical analysts, accountants, electrical engineers, etc. But they also advertised for management trainees, marketing personnel, salesmen, production managers, systems planners, field representatives, labor-management negotiators and recruiters. When we inquired about the qualifications for these positions, we were told "mainly we need alert, highly motivated men and women who like to work in contact with other people; we'll train them on the job for specific duties."

Most of the jobs mentioned were eventually filled by people holding degrees in economics, business administration, psychology and sociology. Some were filled by English majors, PE majors and history majors. The recruiters we talked to said they just didn't have applicants with anthropology degrees coming to them for jobs, but they also said that there was no apparent reason an anthropology major wouldn't fill the bill for most general industry or government positions.

So, if you like anthropology as a major but wonder about how well you'll do at job time, the answer is this: traditionally, anthropology students have not learned how to turn their excellent liberal arts degree into a good job; if you prepare yourself with the proper mix of electives and skills, there is no reason why you should not be competitive with BAs from other fields.

FROM STUDENT TO JOB-HOLDER

The following paragraphs list a series of steps which the undergraduate major in anthropology might pursue to prepare for employment. Bear in mind, of course, the importance of variations in behavior that may be necessary to suit particular needs and goals, as well as the availability of certain kinds of training at the school where the student is enrolled. Two tables are included at the end of this guide to assist you.

(1) The tables indicate various kinds of positions. Some can be sought with *only* a BA in anthropology, along with on-the-job training after graduation. Others require six months to two years of specialized training in an institute or training school beyond the BA. Many positions with excellent career potential (such as medical assistant) can be obtained with only a high school diploma plus specialized training. However, in nearly all such cases, employers favor college graduates who have special training beyond the four-year degree. In addition, earnings are usually higher for college graduates in the special-training areas. Table 1 (page 23) indicates positions requiring the BA as the basic degree.

Some fields require a specialized (non-anthropology) MA or MS degree. You will note, however, in Table 1 that some career areas may be entered with the MA *or* the BA *or* the BA plus special training. This simply means that you *can* enter a field with minimum credentials; but you will be more competitive initially and advance more rapidly with the higher degree and/or training. Remember that where the MA degree is checked as the proper credential in Table 1, this refers to the specialized degree (for example, an MA in rehabilitation counseling) and not to an MA in anthropology.

Any of the specialized degree programs listed in Table 1 can be entered with the anthropology BA, particularly if you choose the correct mix of undergraduate electives outside anthropology. Although in a few cases you might have to make up some deficiencies after entering a specialized MA program, Table 2 (page 25) offers a guide to the kind of elective schedule appropriate for each of the career areas listed. Further instructions for how to use the tables will be found preceding each of them.

(2) Along with the use of the tables to help guide your choice of undergraduate electives, we cannot stress enough the need for you to arrange personal interviews and conferences with both your anthropology advisor and with your campus career counselor, if your campus employs one. The elective guide (Table 2) is a guide, not a set of magic formulas. Just as each person's goals are different, so should their academic programs differ. As you develop ideas

about careers on your own, and with the guidance of your academic and career counselors, you may find the need for more information about career opportunities. Beginning on page 7 you will find the names and addresses of many agencies and organizations which may offer help. Write to the appropriate agency or organization, stating your interests, college status, and desire for advice on how to proceed. This should be done as early as possible in your undergraduate career, even before you have really solid ideas about what sorts of careers you may wish—the information you receive may help you to make good choices!

(3) There are some specific recommendations you should consider as you plan a BA program around a major in anthropology. Though not always easy to procure, summer employment related to career hopes is important. Volunteer work in human services, for example, is valuable as part of your resume if you hope to land a position in such work after graduation. Seek out internships in agencies related to your career plans if possible. If you have plans for overseas travel as part of your career, then language training as an undergraduate should be given high priority. Summer language courses in the country where the language is used are now widespread and inexpensive. With charter flights and student rates, language study abroad often costs less than going to summer school at home. Fieldwork and field methods courses will improve your skills in interpersonal relations—important skills in the minds of most employers. Sociology, anthropology, psychology and business all have methods courses in which you can get practice constructing questionnaires, administering tests, interviewing and interpreting data. Check the content of these courses with the instructors. Sometimes they overlap, but this is not necessarily a drawback. In general, the more practice you can get in these crucial field skills, the better.

(4) An increasing number of colleges now offer undergraduate programs combining academic studies and work experiences. These programs are variously called work/study programs, cooperative education programs and the like. If your campus offers such opportunities, take advantage of them; such experiences are highly valued by employers. (At one midwestern university, 90% of the co-op graduates had jobs on graduation with a BA in 1972, whereas only about 40% of the graduating class as a whole had positions waiting for them when they graduated.)

(5) All the above skills will be useless unless you can get your qualifications across to an employer. One of the most important areas which job-hunters neglect is learning how to write a resume. In a competitive situation, the effective resume is often the key to gaining an interview with the employer of your choice. Sample resumes are found beginning on page 27. Resumes should be written with great care and may need to be written again for each specific position sought. In every case, the applicant should do some research about the prospective employer and his company or agency, and design the resume with the expectations of the employer in mind. The goal for the resume is to excite the interest of the employer. This does not mean telling lies, but it does mean organizing the resume to emphasize those things the employer is likely to find interesting and important. The first question any employer is likely to ask is:

"What can this prospective employee do for my organization?" Your reference librarian can help you find information about particular companies and organizations.

Some information is standard in almost any resume: name, address, date of birth, marital status, education and social security number. After these basic data are provided, work on a summary of experience and training which you think would be relevant to the potential employer: job experience and specific courses outside your major such as language training, accounting and management, biology, etc. Indicate if you have had foreign travel experience, and under what auspices. Emphasize past training and experience in statistical and computational skills, as well as skills in expository writing. State your willingness to move to new geographical locations if necessary.

Above all, write your resume with a particular employer in mind–and repeat the process as often as necessary, depending on how many applications you make. Nothing is more discouraging to an employer than to receive the dreary "Dear Sir or Madam" resume, badly prepared in smudgy mimeograph. Try to address your resume and cover letter to a particular person. Your library and/or campus placement service can help provide you with names of agency heads, company presidents, etc. Again, always keep in mind the employer's question: "What can this candidate do for my organization?"

THE MA AND PhD DEGREES IN ANTHROPOLOGY

We have dealt mainly with opportunities for students who have or are earning the BA in anthropology, and who wish to base their careers on this degree.

But what about the holder of the traditional MA or PhD in anthropology? We think that (1) the positions available are not likely to change very much in the short run, and hence (2) your anthropology professor can give good advice about these traditional positions. Most such positions are in teaching, along with a few positions in museums and in such agencies as the National Park Service, mainly for archeologists. One possible exception concerns community colleges; they still appear to be growing well. Community colleges typically need generalists, not narrow specialists; so students aiming for such employment should seek broad training in the field. They will be expected to teach all the anthropology taught at a particular community college. Experience in teaching is desirable, and in many states a teaching certificate like those held by secondary and primary school teachers is required. Check on certification requirements with the department of education on your own campus, or with the board of education in your own state or the state in which you wish to seek employment.

Some federal positions are available for MA holders in anthropology, and occasionally for PhD holders. We suggest that you consult with particular agencies in which you are interested before risking valuable resources on a degree which may not equip you to get the job you want.

As time passes, and as more anthropologists seek out and succeed in non-traditional areas of employment, it is likely that the entry-level degree expectations may increase. In other words, the MA might someday be desired for a position now requiring only the BA. If you succeed in a position, there is a good possibility that you can return to school for additional training, either in anthropology or in another specialized field related to anthropology, such as one of the health sciences. Some employers will pay for additional credits, provide released time for such study, *and* raise your pay when you complete additional training. This is the standard mode of career advancement in many governmental social service agencies and is often found in major corporations as well.

CAREER OPPORTUNITIES AND SOURCES OF INFORMATION*

1. HEALTH ASSISTANCE OCCUPATIONS

Many jobs in this field require only a two-year degree with specialized training. However, as these fields become crowded, the requirements will become increasingly geared toward a four-year degree. Students who are inclined more toward the biological than the cultural side of anthropology may find health assistance careers attractive. For detailed information on some of these careers and their requirements, write to any or all of the following organizations.

Association of Operating Room Technicians, Inc.
1100 West Littleton Blvd., Suite 201
Englewood, CO 80110

American Association of Medical Assistants
One East Wacker Dr., Suite 1510
Chicago, IL 60601

American Registry of Radiologic Technologists
2600 Wayzata Blvd.
Minneapolis, MN 55405

American Association for Respiratory Therapy
7411 Hines Pl., Suite 101
Dallas, TX 75235

American Dental Assistants Association
Education Director
211 East Chicago Ave., Suite 230
Chicago, IL 60611

There are hundreds of careers in health related fields. Six specific areas are covered in items 2-8 here.

**Note*: The numbers heading the following sections refer to the same categories for employment listed in Table 1.

2. PHYSICAL THERAPY

American Physical Therapy Association
1156 15th St. NW
Washington, DC 20005

3. SPEECH PATHOLOGY AND AUDIOLOGY

American Speech and Hearing Association
9030 Old Georgetown Rd.
Bethesda, MD 20014

4. MEDICAL TECHNOLOGY

International Society of Clinical Laboratory Technologists
411 North 7th St.
St. Louis, MO 63101

Registry of Medical Technologists
American Society of Clinical Pathologists
PO Box 4872
Chicago, IL 60612

American Society of Medical Technology
55 West Loop South, Suite 200
Belair, TX 77401

5. DIETETICS

American Dietetic Association
430 North Michigan Ave.
Chicago, IL 60611

American Institution of Nutrition
9650 Rockville Pike
Bethesda, MD 20014

6. SANITARY CONTROL

Monitoring of sanitary conditions in food processing plants, hospitals and factories is a growing and important field. It requires the MA in environmental health or in public health which are offered in many universities. With the proper mix of electives, mostly in the biological sciences, anthropology graduates can enter most of the programs offered. For more information about these MA programs and the general requirements for careers in public and/or environmental health write:

National Environmental Health Association
1600 Pennsylvania St.
Denver, CO 80203

Environmental Protection Agency
Publications Distribution Sect.
Highway 70 West, Box 116
Raleigh, NC 27607

American Public Health Association
1015 18th St. NW
Washington, DC 20036

7. PUBLIC HEALTH

(see 6 above)

8. ENVIRONMENTAL HEALTH

(see 6 above)

9. PUBLIC ADMINISTRATION

Public administration is a growing field with very diverse opportunities. All the careers in items 13-17 can be entered with the Master of Public Administration degree. For a list of schools giving the MPA and information on the many careers open to persons holding that degree, write:

National Association of Schools of Public Affairs and Adminstration
American Society for Public Administration
1225 Connecticut Ave. NW
Washington, DC 20036

10. CITY MANAGEMENT

City planning and city management are related but distinct fields. For city management, the MA in public administration or in city management is usually required. Both types of MA programs can be entered with the BA in anthropology, especially if the elective background is sufficient.

International City Management Association
1140 Connecticut Ave. NW
Washington, DC 20036

11. HOSPITAL ADMINISTRATION

For information on specific MA programs in hospital administration, write:

Association of University Programs in Health Administration
One Dupont Circle, Suite 420
Washington, DC 20036

American College of Hospital Administrators
840 North Lake Shore Dr.
Chicago, IL 60611

12. GOVERNMENT AGENCIES

By far, the largest employers in the US are the federal, state and local governments. For information on openings in the federal with the BA in anthropology write:

US Civil Service Commission
Washington, DC 20415

For state and local jobs, apply to appropriate state and local offices. All college placement officers keep up-to-date files on job opportunities with government agencies. If you are interested in a particular agency (such as Environmental Protection Agency) or a particular position (Foreign Service Officer in an embassy) you should write directly to the agency responsible. Managerial positions are often obtained by persons holding the Masters in Public Administration. MPA programs can be entered by persons with a BA in anthropology, and a list of such programs may be obtained by writing:

National Association of Schools of Public Affairs and Administration
1225 Connecticut Ave. NW, Suite 300
Washington, DC 20036

Classification tests for federal service should be taken during college by those interested in federal government career opportunities.

It is important to remember that most government agency positions are not labelled "anthropologist." There are a few such positions, almost exclusively in archeology. Every state has a "salvage" archeology program to save local heritage during excavations of roads and dams. State archeologists, however, usually have PhDs, and there are very few staff positions below them. On the other hand, many state and federal agencies employ people with the MA in anthropology to work on special problems relating to the poor, and to minority and ethnic groups. Almost any public program (health care delivery, distribution of public resources, day care for children of working mothers, educational upgrading in poverty areas) can benefit from the input of people trained in anthropology. In addition, all such programs require monitoring and evaluation to ensure their success, and to ensure that positive results are fed back to policy making agencies for constructive change. These jobs require a good general social science background (such as anthropology) plus some rather specialized skills in developing, administering and analyzing evaluation tests.

13. PERSONNEL MANAGEMENT

American Personnel and Guidance Association
1607 New Hampshire Ave. NW
Washington, DC 20009

Note: Personnel *management* as a career can be entered with the BA in anthropology and strong electives in psychology and business. However, personnel *guidance* is a specialized field which requires the MA.

American Society for Personnel Administration
19 Church St.
Berea, OH 44017

For information on college personnel administration write:

International Personnel Management Association
1313 East 60th St.
Chicago, IL 60637

14. COUNSELING AND HELPING OCCUPATIONS

This is one of the most attractive areas to undergraduates in anthropology, but it is also one of the most diverse. There are dozens of fields which require counseling including various positions in social work and corrections. These fields are often referred to collectively as "helping occupations."

Aging: This is a field which is growing as our population ages, and as the society becomes more sensitive to the needs of the elderly.

Administration on Aging
Social and Rehabilitation Service
Department of Health, Education and Welfare
400 6th St. SW, Room 3757
Washington, DC 20210

Alcoholism: Alcoholism is increasingly recognized as a major social problem, successful treatment of which involves study of the alcoholic individual in a broad supportive social context.

Department of Health, Education and Welfare
National Clearinghouse for Alcohol Information, Box 2345
Rockville, MD 20852

Alcoholics Anonymous
PO Box 459, Grand Central Annex
New York, NY 10017

Drug Abuse: Federal and local interest in drug use and abuse conditions continues to grow.

National Clearinghouse for Drug Abuse Information
National Institute for Mental Health
5600 Fishers Lane, Room 8C-09
Rockville, MD 20852

Alcohol and Drug Problems Association of America
1130 17th St. NW
Washington, DC 20036

Mental Health Service: Mental health service growth in general reflects increasing concern on the part of the American public about the mental well-being of our population.

National Association for Mental Health, Inc.
1800 North Kent St.
Arlington, VA 22209

Corrections: Corrections and rehabilitation work in and out of prisons is a field which is growing in response to increasing awareness of the failure of traditional penal systems. Many correctional counselors have only a high school diploma and in-service training as correctional officers. In fact, the Federal Bureau of Prisons gives "case worker" or "case manager" status to holders of the BA. All counselors in the federal system learn through in-service training, including holders of the BA. Holders of the MA in corrections usually qualify for supervisor status after a short period of in-service training. For information on these and related careers, write:

American Correctional Association
4321 Hentwick Rd., Suite 1208
College Park, MD 20740

American Foundation Institute of Corrections
1532 Philadelphia National Bank Bldg.
Philadelphia, PA 19107

For general information on social work as a career, write:

National Association of Social Workers
2 Park Ave.
New York, NY 10016

There are literally hundreds of different careers in the "helping occupations" area. Many of them are in the public sector but a good many are also to be found in private organizations. Child development, family relations, rehabilitation of the deaf and blind, school counseling, developing the potential of the mentally retarded, and many other interesting careers are available to holders of the BA in anthropology who have taken enough electives in psychology, social work, and education. For information on these areas, write to any of the following:

American Association of Mental Deficiency
5201 Connecticut Ave. NW
Washington, DC 20015

American Instructors of the Deaf
5034 Wisconsin Ave. NW
Washington, DC 20016

Child Welfare League of America
67 Irving Place
New York, NY 10003

National Association of Extension Home Economists
c/o Mrs. Ella Binney
Gallatin, MO 64640

American Institute of Family Relations
5287 Sunset Blvd.
Los Angeles, CA 90027

Social and Rehabilitation Service
Rehabilitation Services Administration
330 C St. SW, Room 3086
Washington, DC 20201

Alexander Graham Bell Association for the Deaf
1537 35th St. NW
Washington, DC 20007

American Speech and Hearing Association
9030 Old Georgetown Rd.
Bethesda, MD 20014

American Foundation for the Blind
15 West 16th St.
New York, NY 10011

International Halfway House Association
219 South Dearborn St. SE
Chicago, IL 60604

National Association of the Deaf
814 Hayes Ave.
Silver Spring, MD 20902

Counseling for halfway houses is a new field whose growth is a response to increasing public awareness of the inadequacy of traditional institutional approaches to social problems. Psychiatric patients, confined drug addicts, and inmates of penal institutions are increasingly passing through halfway houses before re-entering society. Each field is specialized and requires different training, of course; however, the halfway house concept in general is growing rapidly.

There is a wide variety of jobs open in counseling. Here are just a few, along with addresses to which you may write for further information. See the chart and table at the end of this pamphlet for details on how you can prepare for entry to these fields with an undergraduate major in anthropology.

Rehabilitation counselors work with emotionally and physically handicapped persons; the goal is to help the individual understand his or her problem and to aid in selecting a plan for dealing with the problem. Counselors work closely with physicians and often with occupational therapists, whose responsibility it is to provide the handicapped persons with the skills needed to be a self-sufficient member of society. Most counselors work in state and federal health agencies, although many are now finding employment in private clinics with physicians. Most occupational therapists work in hospitals, with a growing number finding jobs in state health departments.

National Rehabilitation Counseling Association
1522 K St. NW
Washington, DC 20005

American Occupational Therapy Association
6000 Executive Bldg., Suite 200
Rockville, MD 20852

In contrast to occupational therapists and rehabilitation counselors, vocational counselors work almost exclusively with people who are not handicapped with emotional or physical disabilities. Vocational counselors help their clients select careers suited to individual needs and aptitudes. In this capacity, counselors often administer batteries of tests and work with clients to help assess the best possible career goals and opportunities. Similarly, personnel workers may be in charge of testing for large corporations and government agencies. In these large organizations it is often difficult to fit the right person to the right job, or to make adequate assessments of job performance without testing. Of course, personnel guidance may involve a lot more than testing, such as meeting with employees to discuss job performance or to negotiate salaries. Many corporations and public organizations employ personnel guidance counselors to help work out personal employee problems as well as to mediate employer-employee differences.

National Vocational Counseling Association, Inc.
Library
1607 New Hampshire Ave. NW
Washington, DC 20009

American Personnel and Guidance Association
1607 New Hampshire Ave. NW
Washington, DC 20009

American College Personnel Association
1607 New Hampshire Ave. NW
Washington, DC 20009

Other careers in this area include pupil and parent counseling in public schools, and the counseling of high school students in career directions. Many positions are also opening for vocational counselors who work specifically in college placement offices. More than 200 colleges and universities employ full-time foreign student advisors and 2000 colleges have at least some foreign student advising, coupled with other work, usually in personnel or administration.

American School Counselors Association
1607 New Hampshire Ave. NW
Washington, DC 20009

The College Placement Council
65 East Elizabeth Ave.
PO Box 2263
Bethlehem, PA 18001

Finally, we have included the Red Cross under "helping occupations." The American National Red Cross is a very large organization with opportunities in many fields. According to the Office of Personnel at the Red Cross, "individuals with a degree in anthropology could be considered for positions of Assistant Field Director or that of a Red Cross Field Representative." Assistant Field Directors usually work at military installations on problems of family communication and organizing and directing volunteer programs. Field Representatives are usually promoted from within the organization and assist chapters in organization and development of fund raising and volunteer aid projects.

American National Red Cross
615 North St. Asaph St.
Alexandria, VA 22314

The next five fields (15-19) are all related. Nevertheless they are distinct fields which many anthropology students find interesting, and we have listed them separately here and in the tables at the back of this pamphlet. With the exception of market research, these five fields can all be entered with only the BA. Many positions in journalism, however, are only open to people with degrees in this subject, and increasingly, the executive level jobs are going to candidates with the MA. The MA program in journalism, however, can (in many schools) be entered with the BA in any social science, if the student has had about 15 hours of journalism courses. Naturally, the reporter jobs are open to persons without the MA but competition is stiff and based on writing and personal interviewing skills.

Public relations is a kind of advertising, in that it promotes the image of a company rather than the product or service it sells. Public relations is a developing field: many colleges and other public institutions (government agencies, for example) are adding full-time public relations persons to their administrative staffs.

15. ADVERTISING

American Association of Advertising Agencies
200 Park Ave.
New York, NY 10017

American Advertising Federation
1225 Connecticut Ave. NW
Washington, DC 20036

16. MARKET RESEARCH

American Marketing Association
222 South Riverside Plaza
Chicago, IL 60606

Market Research Council
383 Madison Ave.
New York, NY 10017

17. JOURNALISM

American Newspaper Publishers Association
Box 17407
Dulles International Airport
Washington, DC 20041

18. RADIO AND TELEVISION

National Association of Broadcasters
1771 N St. NW
Washington, DC 20036

19. PUBLIC RELATIONS

Public Relations Society of America
845 Third Ave.
New York, NY 10022

American College Public Relations Association
One Dupont Circle NW
Washington, DC 20036

20. PURCHASING

Sales and purchasing is a very diverse field, ranging from insurance to pharmaceuticals. For information on the variety of sales occupations, and where you can find out more about particular areas, write:

Sales and Marketing Executives International
Student Education Division
380 Lexington Ave.
New York, NY 10017

National Association of Wholesalers-Distributors
1725 K St. NW
Washington, DC 20006

21. SALES

(see 20 above)

22. LIBRARIES

Library specialists require the MA in Library Science. Many schools now have bachelor's level courses as preparation for entrance into the MA program, but in general you can enter the MA programs with any liberal arts degree, including anthropology. If you intend to specialize in social and/or biological sciences, the anthropology degree is excellent preparation. For information on MA programs, write:

American Library Association
50 East Huron Street
Chicago, IL 60611

Medical record and law librarians are very specialized. From one to two years of training beyond the BA is usually required. For information on where such training is available, costs, etc., write:

American Association of Law Librarians
53 West Jackson Blvd.
Chicago, IL 60606

American Medical Record Association
875 North Michigan Ave., Suite 1850
John Hancock Center
Chicago, IL 60611

23. CITY PLANNING

City or urban planning are involved in the physical growth and change of cities. Decisions on growth and change usually require careful consideration of alternatives (where to put new roads, whether or not to renovate a neighborhood, centralization or decentralization of schools or health facilities, etc.) and the social impact of various alternatives. Specialists in transportation, urban renewal design, social services, and resource development will all be needed in the years to come, as a greater commitment is made to making cities healthy

places to live. Planners often use surveys or hearings to determine what neighborhood needs are in growth and change, and a background in anthropology can be very useful. If you are curious about city planning, the American Institute of Planners recommends that you attend public hearings in your own city or town on urban renewal, or road placement, or public construction.

American Institute of Planners
1776 Massachusetts Ave. NW
Washington, DC 20036

24. BUSINESS MANAGEMENT

Management of private and public bureaucracies is a diverse field with literally thousands of different openings. However, general management skills can be transferred from one situation to another. Management of public bureaucracies (government agencies) can be entered with the MPA (see item 13) or with specialized skills in personnel management (see item 17). General business management requires greater skills in accounting and economics. For more information, write:

American Management Association, Inc.
135 West 50th St.
New York, NY 10020

Specialized management careers can be studied at the MA level and most such programs can be entered with any liberal arts degree, including anthropology, particularly if you have filled in your electives with business and management courses. For programs in city management, see item 10. For programs in hotel and motel management write:

Educational Institute
American Hotel and Motel Association
1407 South Harrison Rd.
East Lansing, MI 48823

25. SYSTEMS ANALYSIS

Systems analysts are usually specialists who solve complex management problems using computers. Some systems analysts are less mathematically oriented and specialize in developing free flow of communications in complex organizations. However, most systems analyst positions in the future will require an increasing degree of sophistication in computer skills.

American Federation of Information Processing Societies
210 Summit Ave.
Montvale, NJ 07645

Association for Computing Machinery
1133 Avenue of the Americas
New York, NY 10036

Data Processing Management Association
505 Busse Highway
Parkridge, IL 60068

26. RECREATION

As this country moves toward shorter and shorter work weeks, recreation and leisure become more and more important fields for careers. Private recreation facilities (ski slopes, tennis courts, gymnasiums, resort hotels, etc.) are among the most rapidly growing businesses in the country. In addition, national and state parks will provide many jobs for recreation specialists in the future. There are many MA programs specifically in recreation, and people with BAs in any of the social sciences can enter these programs. For career and program information, write:

American Alliance of Health, Physical Education and Recreation
1201 16th St. NW
Washington, DC 20036

National Recreation and Park Association
1601 North Kent Street
Arlington, VA 22202

National Park Service
C Street between 18th & 19th Sts. NW, Room 2328
Washington, DC 20242

27. TEACHING: K-12, COMMUNITY COLLEGE

Teaching of social sciences in primary and secondary schools requires a teaching certificate in addition to a specialized area. Many community colleges also require the certificate and always the MA in the specialized area. You can arrange your undergraduate programs so that you can get a certificate and a BA in anthropology in five years, with the MAT (Masters of Arts in Teaching) in anthropology with one to two years of work beyond the BA. Public school teaching opportunities are currently very limited, however.

National Center for Information on Careers in Education
1607 New Hampshire Ave. NW
Washington, DC 20009

28. MUSEUMS

About one museum a week opens in the US, dealing with every collectable thing imaginable. Many museum technicians learn on the job. However, museum administration (especially in large institutions) is a specialized field requiring the MA in museology. For programs, information, and directories of museums to which you might apply for jobs, write:

American Association of Museums
2233 Wisconsin Ave. NW
Washington, DC 20007

29. POLICE CAREERS

Police work, especially in larger towns and cities, is becoming increasingly specialized. An anthropology background should help one to be a better police person, especially in public work involving community relations. Such work involves the kinds of sensitivities to cultural and subcultural differences which good training in anthropology will provide. The starting salary for urban police officers is now competitive with that offered new PhDs in university positions.

30. SCIENCE WRITING

As the scientific community becomes more and more complex, the need increases for persons who can communicate with the public about science and science affairs. Good science writing requires both information about scientific fields and the ability to write clearly and interestingly. Those interested in such employment clearly should seek out solid training in expository writing.

Society for Technical Communication, Inc.
1010 Vermont Ave. NW, Suite 421
Washington, DC 20005

31. EXTENSION WORK AND COMMUNITY DEVELOPMENT

State universities throughout the country have a long tradition in extension work in rural areas. In the past, extension has meant the teaching of the latest agricultural and animal husbandry techniques. In fact, a great deal of the high productivity of American agriculture comes from the success of extension programs. Today extension agents develop community action programs, and promote local self-help groups. They also help to write grant proposals for bringing federal and state funds to communities for building of day care centers, libraries and clinics. These activities are also being developed by urban universities for extension work in poverty areas of cities. For more information write:

Extension Service
US Dept. of Agriculture
Washington, DC 20250

Community Development Division
National University Extension Association
One Dupont Circle NW
Washington, DC 20005

or the Community Service Division of the same Association. The Development Division is research oriented, while the Service Division is concerned with action

work at the community level. The Community Development Society changes its address each year or two, depending on who is elected to its presidency. The current address may be found by consulting the extension center at your school.

32. LAW

Recent developments in the legal profession have been in the direction of providing more adequate legal services for minority groups and for the poor. Another growing area is that of consumer law and consumer protection. An anthropology background is excellent preparation for entrance to law school. The LSAT (Law School Aptitude Test) must be taken as part of the law school entrance process. Write to:

Association of American Law Schools
One Dupont Circle NW, Suite 730
Washington, DC 20036

33. FEDERAL AND INTERNATIONAL AGENCIES POSITIONS ABROAD

There are a number of positions available for anthropology majors in such federal agencies as AID, Department of Interior (Pacific Territories), the Department of State and US Information Agency. International agencies would include UN agencies such as FAO, ILD, UNICEF, etc. For details write to:

US Civil Service Commission
Washington, DC 20415

The United Nations
New York, NY 10017

34. TRAVEL WORK

Many anthropology students are travel oriented and find management of travel agencies a rewarding career. Management (see item 32) is pertinent here, but for specific information in travel services and agency set-up, write:

American Society for Travel Agents
360 Lexington Ave.
New York, NY 10017

Like most of the careers listed here, summer employment is one of the best preparations for a career. In addition, summer travel and foreign language programs are essential for item 33 and desirable for 34. Summer college programs in foreign languages may be located in the latest issue of *The New Guide to Study Abroad*, by Garraty, Adams and Taylor, available from Harper and Row Publishers.

USING TABLE 1

Table 1 summarizes the 34 fields mentioned in the text as careers open to persons with the BA in anthropology. Some of these fields, such as purchasing and sales, require no more than the BA. A few require special training, including the health assistance occupations and law, which is a special case. Entrance to law school is open to undergraduates with any major, as long as they score well on the LSAT (Law School Aptitude Test).

Other fields, such as journalism, police work and business management, can be entered with the BA in anthropology, but also provide opportunities for persons with the MA in the special field. These MA programs can usually be entered with the BA in anthropology (or any social science) provided certain clusters of electives have been fulfilled. These fields have the MA marked with an X in parentheses (X). Some fields are very specialized, such as physical therapy, market research and counseiing. These fields *require* the MA but the advanced degree programs are open to persons with the BA in anthropology. Once again, it is important to take certain elective packages in order to ensure admission to graduate school.

TABLE 1. FIELDS WHICH MAY BE ENTERED WITH A BA DEGREE IN ANTHROPOLOGY

	Area	BA	BA & Training	MA/MS
1.	Health assistance occupations		X	
2.	Physical therapy		X	X
3.	Speech pathology & audiology			X
4.	Medical or dental technology		X	(X)
5.	Dietetics			X
6.	Sanitary control			X
7.	Public health			X
8.	Environmental health			X
9.	Public administration			X
10.	City management			X
11.	Hospital administration			X
12.	Government agency work	X		(X)
13.	Personnel management	X		X
14.	Counseling & helping occupations	X		X
15.	Advertising	X		
16.	Market research	X		X
17.	Journalism	X		
18.	Radio & TV	X		
19.	Public relations	X		
20.	Purchasing	X		
21.	Sales	X		
22.	Library work			X
23.	City planning			X
24.	Business management	X		(X)
25.	Systems analysis	X		X
26.	Recreation	X		X
27.	Teaching			
	primary	X & certification		
	secondary	X & certification		(X)
	community college			X (in anth)
28.	Museum work	X		X
29.	Police work	X		(X)
30.	Science writing	X		(X)
31.	Extension & community development	X		(X)
32.	Law		X	
33.	Federal & international overseas agency work	X		(X)
34.	Travel work	X		

USING TABLE 2

Suggestions for electives are summarized in Table 2. The number in each column indicates the number of courses you should consider taking in that field. Of course, course titles may vary from place to place, so you'll have to check with the different departments at your school about which courses to take, and in what order.

A "1" on Table 2 means an introductory survey course. A "2" means *at least* one course beyond an introductory survey. A "3" means *at least* three courses in the area, and so on. If you need extensive work in the biological sciences, for example, you should consult an advisor in one or several departments, since many schools do not have a single "biology" department. A "5" in education on Table 2 indicates you probably will need teacher certification, and you should plan your schedule with the assistance of the program advisor for the Department or School of Education at your college.

Please note in all cases that the numbers in Table 2 are suggestions rather than formulas. They provide a general idea of the variety of course work needed for a particular position and the general strength needed in each course area. The numbers are derived from professionals in the fields, national associations and accreditation agencies. Requirements may vary from state to state and are constantly changing. Use this chart as a guide to help explore the possibilities of a career; then see your campus placement office for personal professional help in selecting a career and planning for it.

TABLE 2. SUPPLEMENTAL/PARALLEL FIELDS
(training needs in addition to BA in anthropology)

Area		Business	Statistics	Computer Science	Psychology	Journalism	Sciences	Political Science	Social Work	Sociology	Writing	Library Science	Architecture	Education	Fieldwork Courses	Police Science	Language
1.	Health assistance occupations				1		5										
2.	Physical therapy				3		5			1							
3.	Speech pathology & audiology		2		3		3			2							2
4.	Medical technology		2				5										
5.	Dietetics			1	1		5										
6.	Sanitary control	3	2	1			5										
7.	Public health		2	1	2		3	2									
8.	Environmental health	1	2	1	1		5	2									
9.	Public administration	3	1	1	2			3		1							
10.	City management	5	1	1	2			3		1							
11.	Hospital administration	5	1	1	2			2		1							
12.	Government agency work	3	1	1	2			3		1							
13.	Personnel management	2	1	1	3			2	1	1							
14.	Counseling & helping occupations		1	1	4				3	2							
15.	Advertising	4			2	2					3						
16.	Market research	3	3	2	3												
17.	Journalism	1				5				2	3						
18.	Radio & TV	1				5				2	3						
19.	Public relations	3			3					2	3						
20.	Purchasing	4		1	2					1							
21.	Sales	4			3					1							
22.	Library work	2	1	2						1		4					
23.	City planning	2	1	1				2		1			4				
24.	Business management	5	1	1	2			1		2							
25.	Systems analysis	2	3	4							2						
26.	Recreation	2	1		4					3							
27.	Primary, secondary, college teaching		1	1	2					1	2			5			
28.	Museum work	4	1	1							2	3					
29.	Police work		1	1	2			2	2	1	2	1				5	
30.	Science writing		1	1		2	4				3	1					
31.	Extension & community development	2	1		3				2	1					2		
32.	Law	2	1	1	3			4								1	
33.	Federal & international overseas agency work	1	1	1	1			2									5
34.	Travel work	3		1	1						2						5

APPENDIX: SAMPLE RESUMES

Sample resumes of a male applying for work with a human services agency and of a female applying for work with a multi-national manufacturing and sales firm.

Note: These are only sample resumes, in which the applicant attempts to rearrange information to excite the interest of a particular type of employer. They are not intended to be followed slavishly, since the applicant's research should guide him/her in designing the resume to fit the needs of the prospective employer.

RESUME

John W. Waldron
33355 Oak Street
Middleville, Iowa 55555
Phone: 651-321-1569

Soc. Sec. No. 123-54-5321

Born: Minneapolis, Minnesota, 15 April 1950. Married, no children.

Education:

B.A., Washington College, Northtown, Illinois. Major field: Anthropology

Additional work outside major:

social service	4 courses
psychology	3 courses
statistics	1 course
computer science	1 course
adv. writing	1 course

Work experience:

Spring 1974 – Field placement with City Board of Mental Health, Zanesville, Iowa.

Summer 1973 – Counselor, Mentally Retarded Children's Camp, Randville, Montana.

Summer 1972 – Counselor, Open Air Camp for Deprived Children, Scarsdale, New York.

Summer 1971 – Volunteer worker, Urban Play Groups, Inc., Cleveland, Ohio.

Personal statement:

My desire to work with disabled and deprived children is a long-standing one, as evidenced by my choice of summer employment and volunteer work during college. I have prepared myself for human services work with training in liberal arts in the anthropology major, supplemented with considerable work, and a field placement, in the area of social service. In addition, my extra training in psychology, along with work in statistics and computing should enhance my value to a human service agency.

RESUME

Jane E. Woodworth
26601 Arbutus Lane
Middletown, New Hampshire 66666
Phone: 666-333-3456

Soc. Sec. No. 231-54-1234

Born: Memphis, Tennessee, 6 June 1952. Single.

Education:

B.A., Anthropology, 1974. Goodenough College, Marysville, Vermont

Additional work outside major:

computer science	2 courses
general statistics	1 course
management	2 courses
accounting	1 course
Spanish	4 courses

Travel:

Summer 1973 – Enrolled in intensive language training course, Guadalajara, Mexico. Six credits granted by my college.

Work experience:

Work-study student placements, academic years 1972-73 and 1973-74, with XYZ Gidget Manufacturing Co., Inc., Waterville, New Hampshire. (Assignments ranged from office procedures to assisting with quality control in the assembly plant.)

Summer 1972 – Asst. to Sales Manager, XYZ Gidget Manufacturing Co., Inc., Walterville, New Hampshire

Summer 1971 – Asst. to apparel buyer, 10¢ Store Corporation, Alsace, New Hampshire.

Summer 1970 – Sales clerk, 10¢ Store Corporation, Alsace, New Hampshire.

Professional memberships:

Member, Society for the Advancement of Management, student chapter.

Personal Statement:

My desire to work in the commercial field is of long standing, as indicated by my choices for summer work during college, and by my membership in the Society for the Advancement of Management. I have prepared myself with an excellent liberal arts background in the study of anthropology, supplemented with business courses and with language study. I am most interested in employment with a multi-national firm which might provide the opportunity for work abroad, particularly in Spanish-speaking areas.